

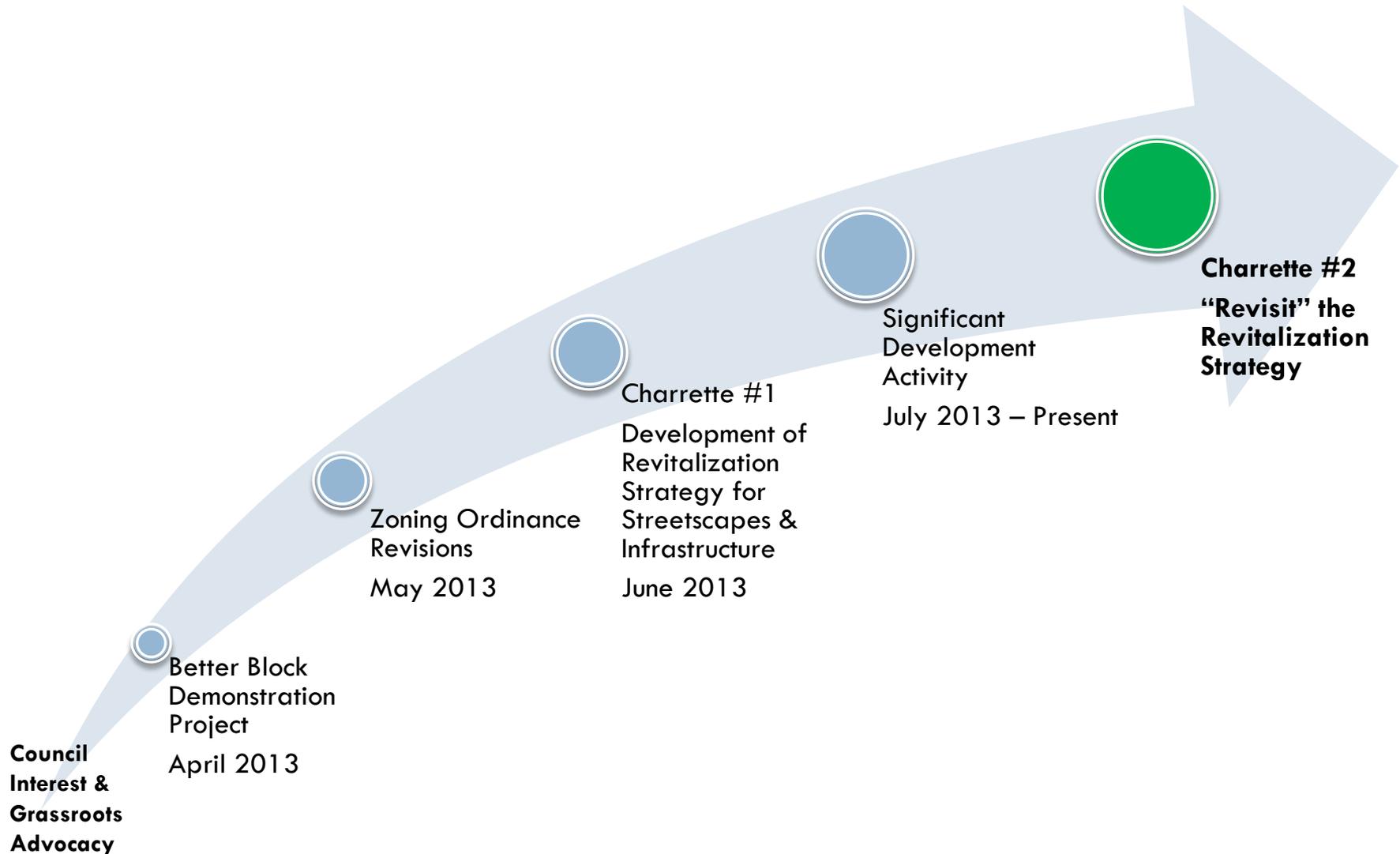


DOWNTOWN ARTS AND DESIGN DISTRICT

October 2014

City of Norfolk – Charrette #2 Kickoff

Progression of the Downtown Arts & Design District



The Better Block Demonstration

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- A “living charrette” was hosted in April 2013 with Team Better Block
- Priorities
 - ▣ Daylighting of Vacant Properties
 - ▣ Pop-up Retail
 - ▣ Promotion of Existing Businesses
 - ▣ Complete Streets
 - ▣ Public Spaces



Zoning Ordinance Changes

□ Uses added

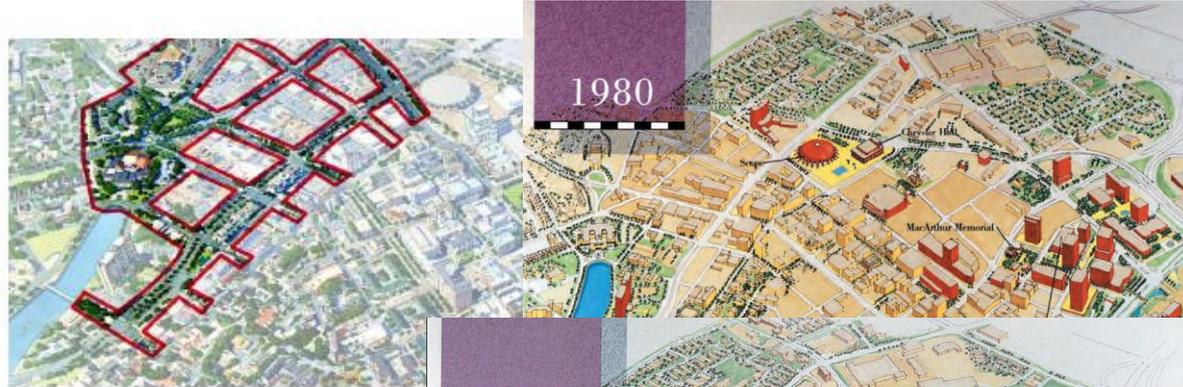
- ▣ Antique Store
- ▣ Arts Studio
- ▣ Automobile and Truck Repair
- ▣ Brewery/Cidery/Distillery/Winery
- ▣ Consignment Shop
- ▣ Convenience Store
- ▣ Convenience Store with fuel sales
- ▣ Dance Studio
- ▣ Educational Facility, College/University
- ▣ Flea Market, Indoor
- ▣ Government Operations
- ▣ Passenger Terminal, Bus
- ▣ Used Books/Media

□ Uses deleted

- ▣ After Hours Membership Organization
- ▣ Commercial Drive-Through

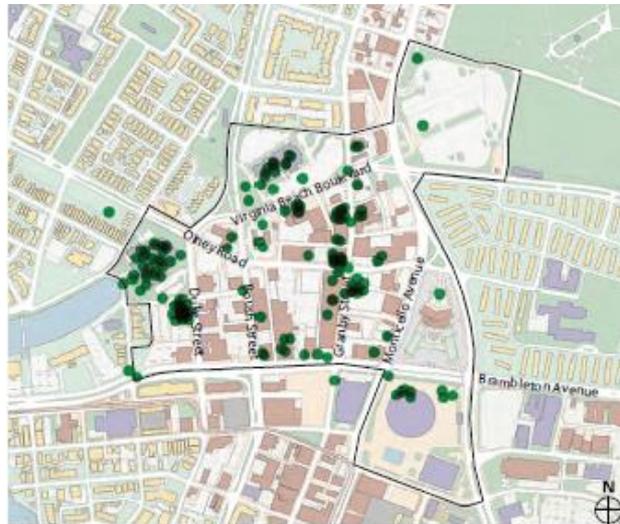
Build on Downtown Master Plans

Create “whole places”
Line with active uses
Coordinate public and private
investment
Interconnected network

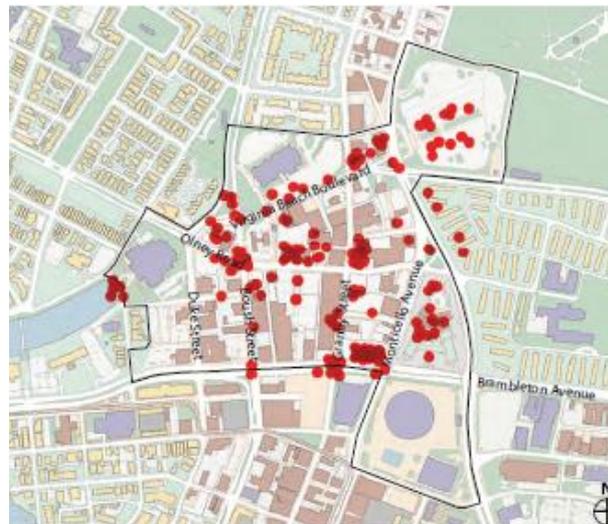


Infrastructure & Streetscape Plan

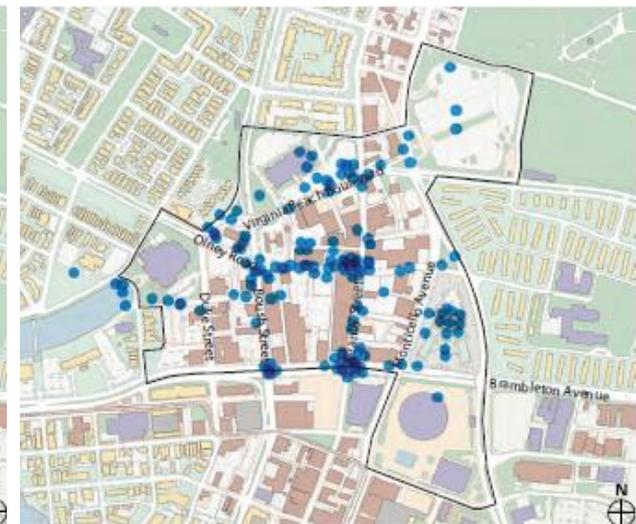
- Identify Strengths, Weaknesses & Aspirations
 - Stakeholder input sessions held in March, April & May 2013
 - Helped identify Issues & Themes, Five Key Initiatives and Two Significant Challenges



Dot Exercise: Consolidated map of the area's strengths, as identified by stakeholders during several public meetings



Dot Exercise: Consolidated map of the area's weaknesses, as identified by stakeholders during several public meetings



Dot Exercise: Consolidated map of opportunities for improvement, as identified by stakeholders during several public meetings

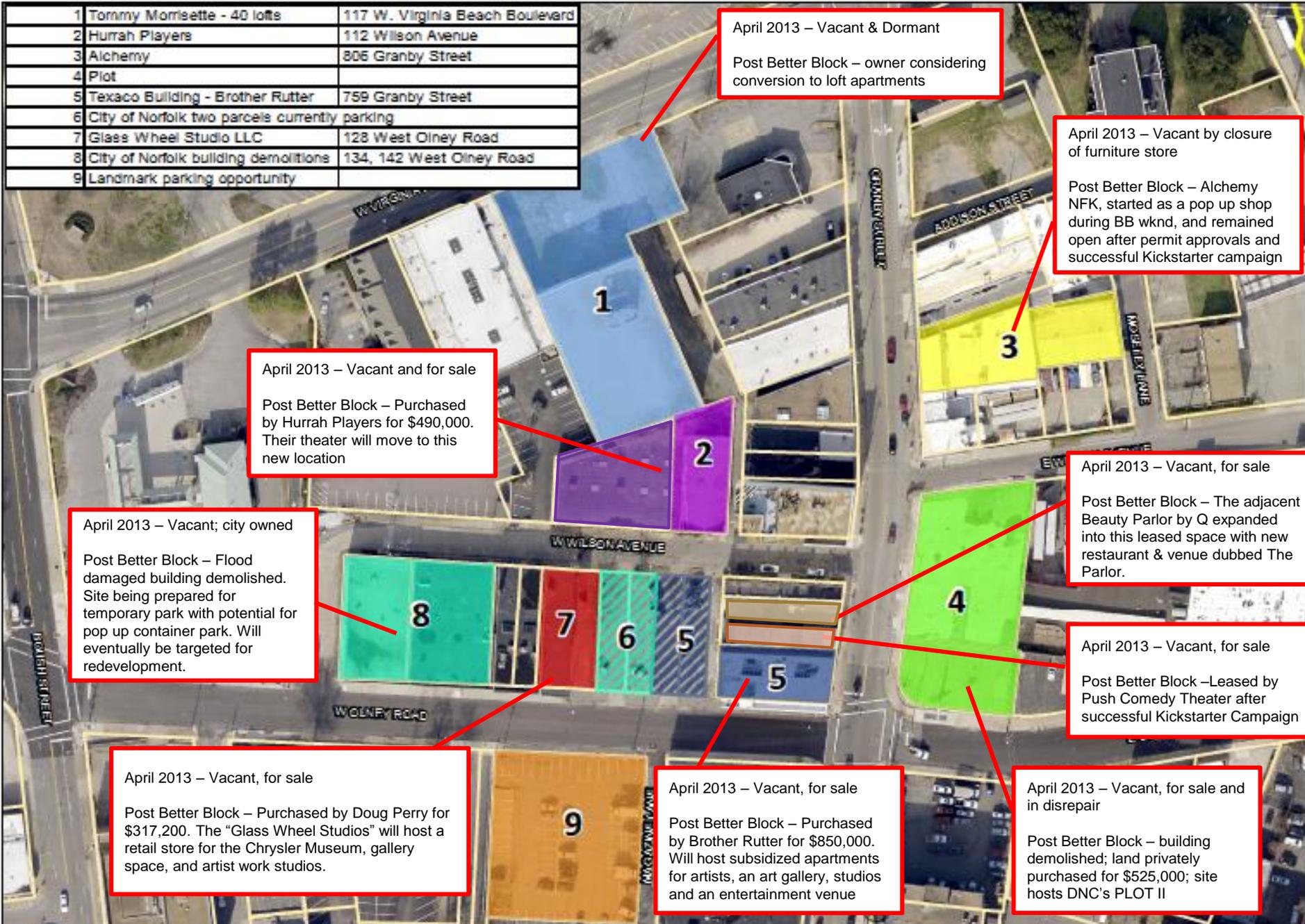
Implementing the Strategy

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- Since the Summer of 2013
 - ▣ Designated Food Truck Locations (2013 Season)
 - ▣ Summer Art Programs
 - ▣ Replaced Aging Streetlights
 - ▣ PLOT 2 Approved, Developed and Programed
 - ▣ Bike Lane and Sharrows Marked on Olney Rd.
 - ▣ Parklet Program Developed and Implemented
 - ▣ Bike Racks Installed
 - ▣ Sidewalk Improvements and Repaving Designed for Granby St., Olney Rd. and Wilson Rd.

Recent Development in Norfolk Arts and Design District

1	Tommy Morrisette - 40 lofts	117 W. Virginia Beach Boulevard
2	Hurrah Players	112 Wilson Avenue
3	Alchemy	806 Granby Street
4	Plot	
5	Texaco Building - Brother Rutter	759 Granby Street
6	City of Norfolk two parcels currently parking	
7	Glass Wheel Studio LLC	128 West Olney Road
8	City of Norfolk building demolitions 134, 142 West Olney Road	
9	Landmark parking opportunity	



April 2013 – Vacant & Dormant
Post Better Block – owner considering conversion to loft apartments

April 2013 – Vacant by closure of furniture store
Post Better Block – Alchemy NFK, started as a pop up shop during BB wknd, and remained open after permit approvals and successful Kickstarter campaign

April 2013 – Vacant and for sale
Post Better Block – Purchased by Hurrah Players for \$490,000. Their theater will move to this new location

April 2013 – Vacant; city owned
Post Better Block – Flood damaged building demolished. Site being prepared for temporary park with potential for pop up container park. Will eventually be targeted for redevelopment.

April 2013 – Vacant, for sale
Post Better Block – The adjacent Beauty Parlor by Q expanded into this leased space with new restaurant & venue dubbed The Parlor.

April 2013 – Vacant, for sale
Post Better Block – Leased by Push Comedy Theater after successful Kickstarter Campaign

April 2013 – Vacant, for sale
Post Better Block – Purchased by Doug Perry for \$317,200. The “Glass Wheel Studios” will host a retail store for the Chrysler Museum, gallery space, and artist work studios.

April 2013 – Vacant, for sale
Post Better Block – Purchased by Brother Rutter for \$850,000. Will host subsidized apartments for artists, an art gallery, studios and an entertainment venue

April 2013 – Vacant, for sale and in disrepair
Post Better Block – building demolished; land privately purchased for \$525,000; site hosts DNC’s PLOT II

From Vision to Reality

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Today's Agenda

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8:00 - 8:10	 Welcome & Recap	Ron Williams
8:00 - 5:00	 Complete Streets – Road Diet	VA Beach Boulevard
8:10 - 8:30	 Strengths, Weaknesses, Needs	Ray Gindroz
8:30 - 9:00	 New Shopping List	Ray Gindroz & Joe Nickol
9:00 - 12:00	Sketching and Idea Testing	Design Team
12:00 - 12:30	 Lunch – Design Sketches Presented	Design Team
12:30 - 1:00	 Design Session - Cofer Bldg. Site	Design Team
1:00 - 4:00	Working Session	Design Team
4:00 - 5:00	 Present Results of Charrette	Design Team
5:00 - 7:00	 Refreshments at The Parlor	All

 = Public Participation Encouraged